



# “Preserving the Best of Times” Town of Lauderdale-by-the-Sea Master Plan

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# 22"Preserving the Best of Times"

## A Town Master Plan for Lauderdale-by-the-Sea, Florida

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## 1.0 A Vision for the Future

### 1.1 Project Background

In the Fall of 2002, the Town of Lauderdale-by-the-Sea, Florida determined the need to create a *Plan for the Future* of their community that would build upon previous planning and design initiatives, determine appropriate aesthetic improvements for Town streetscapes and recommend enhancements to make the Town a more welcoming, attractive and vibrant waterfront community. The *Plan for the Future*, in conjunction with on-going planning efforts, would seek to ensure that Lauderdale-by-the-Sea be recognized locally, regionally and nationally as "*the prettiest small town in America*".

Over the course of the last five years, the Town of Lauderdale-by-the-Sea has undertaken a number of community planning and design initiatives, including: A Revitalization and Redevelopment Plan from 1999, the Town of Lauderdale-by-the-Sea Community Visioning Plan from 2000 and the Intracoastal/Beach Area Study from 2001. In addition to the Plans identified above, smaller planning and design initiatives have been successfully on-going, and have included the design and development of beach portals at designated waterfront locations, enhancements to Bougainvillea Drive, plans to provide sewer and water services to residential neighborhoods in the northern portion of the Town, the construction of a community park directly west of Town Hall, provisions to construct a new Town Hall building and land acquisitions by the Town for parking or other appropriate future uses.

The *Plan for the Future* expands upon and incorporates previous planning initiatives that are being undertaken in the Town. The result is a Master Plan for the community that protects, preserves and promotes the unique character and attributes of the Town, in order to stimulate desirable economic development and to maintain the aesthetic character.

## 1.2 Goals and Objectives

The following Goals and Objectives were established at the onset of the planning initiative and were determined with assistance and input from the appointed Town Master Plan Steering Committee. The Goals and Objectives were subsequently updated after the Public Informational Gathering Session, where comments and visions were solicited from the general public regarding their ideas for the future evolution of the Town of Lauderdale-by-the-Sea.

The Goals and Objectives, used to guide the planning and design process for the Town Master Plan, have been divided into the following categories: Land Use, Economic Development, Circulation, Quality of Life, Waterfront Programming, Environment and Regionalism.

### Land Use

**Goal:** To encourage a full range of land uses in the Town, which address the varied needs and desires of residents and tourists

#### *Objectives:*

- Allow buildings and sites to accommodate a combination of land uses that may include any of the following, or combinations of the following throughout the Town- residential, retail, service, recreation and live/work space
- Develop a living environment that offers residents unique "neighborhood" amenities and includes a mixed range of housing options, for all price ranges, which ensures the availability of safe, and attractive housing
- Create land use regulations that promote the desired character of the Town and guarantee the preservation and maintenance of existing unique attributes
- Initiate land and building controls that are not constrained by traditional, restrictive zoning codes

## Economic Development

**Goal:** To expand the economic base within the Town and promote the development of an array of business, service and commercial opportunities available to residents and tourists that will continue to evolve over time

### *Objectives:*

- Provide an attractive business climate that results in the creation of a stable employment base within the Town of Lauderdale-by-the-Sea
- Create a business atmosphere that attracts and welcomes high quality businesses, offering a wide variety of services and retail opportunities to the community
- Facilitate future growth and economic development with selective public investments and capital projects that encourage long-term economic sustainability
- Work with existing businesses and area developers to implement revitalization and façade improvement programs that enrich the character and aesthetics of the Town's commercial districts
- Capitalize on the unique scenic, natural and cultural attributes of the Town as resources to promote in an effort to attract tourists, locally, regionally, nationally and internationally
- Work with the Chamber of Commerce and local tourism agencies to promote local attractions, destinations and amenities offered in the Town in an effort to spur economic development efforts



*View looking west along Commercial Boulevard*

## Circulation

**Goal:** To establish a defined circulation plan that facilitates movement throughout the Town and along the waterfront for a variety of transportation modes and users

### *Objectives:*

- Establish a system of recreation and open spaces, including parks, beaches and multi-use trails, that will add to the redevelopment potentials of existing lands
- Consider changes to existing traffic and circulation patterns in order to establish stronger pedestrian connections and linkages throughout the Town
- Establish a continuous, linear ocean and beachfront promenade
- Implement traffic calming features, such as roundabouts and pedestrian crosswalks, into future transportation and circulation enhancement projects
- Develop a multi-modal circulation plan that addresses existing transportation and parking issues
- Create multi-modal circulation nodes that service the needs of a range of transportation users, including vehicles, pedestrians, bicyclists and public transportation users (ie. Pelican Hopper, water taxi, etc.)
- Implement a way-finding / sign program that clearly identifies attractions, transportation routes, access points and linkages, and cohesively brings them together
- Create satellite parking areas, with associated public transit opportunities, to facilitate and ease existing traffic congestion between the beach and commercial areas



*Existing Circulation Routes*

### Quality of Life

**Goal:** To develop amenities and offer services and facilities, which contribute to a high standard of living, improve the quality of life for residents and create a unique and recognizable identity for the Town

*Objectives:*

- Develop a centralized, public open space gathering area for community-wide special events
- Improve safety and security measures throughout the Town, ensuring residents feel comfortable and secure in their surroundings, at all times
- Ensure that all public facilities are well-maintained and that residents have access to all services and amenities
- Extend municipal sewer service to all residential areas within the Town

### Waterfront

**Goal:** To establish mixed-use, user-friendly waterfront districts in the Town, which serve as destinations and attractions to residents and tourists

*Objectives:*

- Develop physical access points to the beach, oceanfront, Intracoastal Waterway and inland waterways which are well-defined and designed
- Encourage upgrades, improvements and the redevelopment of existing waterfront structures, facilities and landscapes to create a more aesthetically pleasing waterfront experience
- Encourage the development of oceanfront amenities that would improve the overall "beach" experience
- Determine activities and facilities that would be effective and successful at a waterfront location, based on the needs and desires of residents and visitors, and prepare recommendations to physically plan for them

## Environment

**Goal:** To protect and enhance environmental and natural resources (ie. beach, ocean, coral reefs) in the Barrier Island and Town

*Objectives:*

- Implement best management practices which will minimize negative environmental impacts, such as storm water run-off
- Enhance natural areas, visually and physically, for optimal public use and enjoyment
- Ensure hurricane and flood risks are considered, and all local, state and federal regulations are adhered to, during the design and development of all buildings and structures
- Enhance sensitive environmental areas (ie. beach, turtle habitats, etc.) from future development or destruction

## Regionalism

**Goal:** To establish and sustain open communications and long-term partnerships with surrounding communities and regional organizations

*Objectives:*

- Establish and maintain communications with neighboring communities to keep apprised of on-going and future planning initiatives and development proposals that may effect future Town actions
- Use resources available through County and regional agencies to assist in local planning decisions
- Recognize the Town's role in the larger region and coordinate future tourism, planning and economic development efforts to maintain the character and viability of the unique attributes of Lauderdale-by-the-Sea
- Continue the consolidation of public services with surrounding communities and/or County service programs



## 1.3 Design Philosophy

### 1.3.1 The Story of Lauderdale-by-the-Sea

Although the Town's history dates back to the early years of the Twentieth Century, the Town, as it is recognized today, originated mid-Century, with its incorporation in the year 1947. The tranquil charm and ambiance from those years has remained constant over the decades, even as significant changes and transformations have occurred within the Town's borders, and beyond. The fast-paced, hurried lifestyles that characterize today's modern way of life are not found in Lauderdale-by-the-Sea, where a simplified, laid-back existence is still the preferred way to move through life.

The simplified way of living in Lauderdale-by-the-Sea is a rare commodity not recognized in many other communities throughout the United States. Thus, the relaxed, casual and appreciative nature of the Town is the underlying focus of the development of the Master Plan for the community. The Master Plan, based largely on the principles described in further detail below, attempts to capture and preserve the qualities and attributes that make the Town such an exceptional place to live, and to visit.

The distinctive character of the Town is captured not only in the people, and the quality-of-life in which they live, but in the natural characteristics of the area - specifically the Town's location on a barrier island and the coral reef that runs parallel to the Town's shoreline. There are few communities that can boast such natural features, and the Master Plan provides a vision for the future that will allow the Town to capitalize on these attributes as they move forward.



*Select Feature Areas in the Town*

### 1.3.2 Design Principles

The following Principles were applied to the development of the Master Plan for the Town of Lauderdale-by-the-Sea, including the detailed design of specific planning areas within the Town and Town streetscapes. The Design Principles take into consideration the prevailing goals and objectives of the community, the preservation of the amenities and attributes that make the Town a special place and the capitalization of unique attractions that define the community on a local, regional and national level.

The following principles were applied to the creation of the Town Master Plan and its various elements:

- **SCALE** - Maintaining the scale of existing buildings and structures as they are crucial to the overall character of the community and help to define and differentiate Lauderdale-by-the-Sea from surrounding barrier island communities.
- **PEDESTRIANS** - Creating and enhancing pedestrian circulation routes, which make the Town a truly walkable place, as is consistent and desirable when considering the overall size and scale of the community.
- **BEACH FOCUS** - Recognizing the positive benefits of being a beachfront community and capitalizing on the advantages offered by the waterfront location, in terms of the environment, quality-of-life for residents, opportunities for visitors and business potentials.
- **BARRIER ISLAND** - Taking full advantage of the Town's barrier island location and making the most of this natural feature.
- **ENVIRONMENTAL REHABILITATION** - Considering the potentials for the environmental rehabilitation of significant nesting and wildlife areas that have been, or could be, damaged and destroyed.

- **ACCESSIBILITY** - Creating additional access opportunities for persons utilizing all modes of transportation between destination nodes within the Town, including the beach, commercial hubs and community and open space centers.
- **ECONOMIC REVITALIZATION** - Ensuring the physical plan for the Town is based on current and future economic realities, while simultaneously promoting beneficial economic development strategies for existing and potential businesses.
- **CORAL REEF** - Capitalizing on a one-of-a-kind community asset that can provide the Town with a distinct attraction to draw visitors and prospective residents from near and far.
- **QUALITY DEVELOPMENT** - Creating development standards and criteria for buildings, structures and land that are based on a theme relevant to the Town's history, and that guarantee and emphasize consistency and quality in construction and design.
- **"NICHE MARKET"** - Incorporating and promoting the unique characteristics that define the community into a target "niche" for advertising and marketing.
- **COMMUNITY GATHERING** - Establishing a location in the Town that provides opportunity for community gatherings and events, encouraging, and supporting, the close-knit and personalized "feel" of the Town.
- **PORTALS** - Acknowledging the physical significance of public access to the beach and the waterfront and providing "centers" for the location of public amenities desired by beach users.
- **COMFORT** - Creating an environment that is always friendly and welcoming, particularly to pedestrians, through the development of public amenities that focus on comfort and security.

## 1.4 Executive Summary

The Master Plan created for Lauderdale-by-the-Sea provides the Town with a tool for maintaining the unique characteristics and traits that have come to represent the community of Lauderdale-by-the-Sea. To achieve this objective, the Master Plan process was multi-faceted, including extensive community participation, a physical design component, an economic component and an implementation strategy to guide the successful realization of the Plan in the community.

The Town is excited to present a strategy to develop a viable future for the Town of Lauderdale-by-the-Sea over the next 5 years, 10 years and beyond. The Plan captures the desired ambiance and spirit of the Town, while simultaneously offering approaches for new development and revitalization that are realistic and feasible, as well as innovative and progressive by today's standards.

The Master Plan for Lauderdale-by-the-Sea is based on the following multi-tiered approach:

### Community Outreach

The Master Plan is truly a plan of the community - created by Town residents and community representatives. The planning process involved extensive public involvement from both the residential and business sectors. A Steering Committee of twelve volunteers designated by the Town oversaw the development of the Plan, meeting with the consultant on five occasions over the ten-month planning process. Three public meetings were held during the evening in Jarvis Hall, with attendees offered the opportunity to identify opportunities and constraints, issues and priority projects. Two business surveys were also distributed to business owners in the Town on two separate occasions, with one hand delivered by the Consultant and the second distributed through the Chamber of Commerce newsletter. All comments and input received from the Steering Committee, Town representatives and the general public was considered, and integrated, into the development of the Plan.

## The Physical Component

The overall intent of the future physical design of the community is to create a destination, improve the aesthetic character of the public realm and take advantage of the Town's waterfront location. The physical design of the Town makes the entire area more pedestrian friendly by improving streetscape design and adding pedestrian amenities, connections and linkages. The Town will also become more automobile-friendly by reducing the amount of back-out parking onto busy roadways and establishing centralized parking nodes. Select sample streetscapes have been developed in detail for future consideration by the Town in the Master Plan and can be used as a blueprint as enhancements and updates are completed. The physical concept for the Town of Lauderdale-by-the-Sea is developed around a three-pronged approach: the Town Center, the Waterfront Center and the Community Center. Recommended major physical developments and revitalization efforts are located within these three "nodes".

### **Town Center**

The Town Center is focused along the existing commercial development on Commercial Boulevard and creates a commercial and service oriented destination in the Town. Pedestrian and streetscape amenities, such as crosswalks, landscaping, bike lanes, a pedestrian promenade stretching from Commercial Boulevard to the beach, regulated building design (traditional Main Street) and high-quality stores and businesses will help to revitalize Commercial Boulevard and establish a commercial center that the Town can be proud of.

### **Waterfront Center**

The Waterfront Center is centered in the vicinity of the foot of Commercial Boulevard, the beach and the Pier, which has played an integral role in creating an image of Lauderdale-by-the-Sea. The Waterfront Center will become the Town's biggest attraction, with a signature Barrier Island Interpretive Center, a dive shop, a pedestrian mall and an Underwater Park that enhances the educational and recreational value of the coral reef system.

## **Community Center**

The Community Center is the area including the existing Town Hall site, the Municipal Park and El Prado east to the beach. The Community Center will become the focal point of community events and an expanded and enhanced Town Hall complex will serve as the Town's municipal center. The physical design for El Prado will make the site a second major waterfront destination in the Town and will be the location for large-scale community events, as well as a passive recreation area for day-to-day activities.

## **The Economic Component**

In the simplest terms, the economic component for the Town is to offer more QUALITY retail and service opportunities to residents and visitors, as opposed to merely more quantity. Existing commercial buildings in the Town are largely occupied, but those that are vacant are appropriately sized for the new specialty stores and "niche" markets that could feasibly thrive in the area. New retail opportunities could take the form of eating and drinking establishments, a coffee bar, a book store, specialty home furnishings, a day spa and personal health and beauty care products and services.

## **Implementation Strategy**

Implementing the Town Master Plan is the most crucial element of the planning process. Implementing all aspects of the Plan will take time, however there are steps that can be accomplished immediately and subsequent steps that can be taken at different times along the way. The Town is ultimately the primary force behind the implementation of the Plan, and final approval of all projects recommended in the Master Plan lie with the Town. In order to assist the Town in determining what projects should be completed first, and how those projects may be funded, a Priority Projects list, broken down into manageable "small-scale" projects, and tied to potential funding sources, has been included in the Master Plan document.

## 2.0 Project Context

### 2.1 Overview of Lauderdale-by-the-Sea

The Town of Lauderdale-by-the-Sea is a picturesque waterfront community that has successfully preserved its charm and small-town appeal, even in the midst of unprecedented growth, development and modernization that has occurred in communities adjacent to the Town, and throughout the State of Florida. The Town is locally and regionally known for its fishing pier, which extends close to 900 feet into the Atlantic Ocean and is further recognized as the "Scuba Diving Capital of South Florida", due to the presence of an exceptional three-tiered, living coral reef system. The first reef, just 100 yards from the shore, is the closest living reef to any shore in the entire United States.



*The Town's famous Fishing Pier*

Located on a barrier island in the Atlantic Ocean, Lauderdale-by-the-Sea is situated in Broward County and is opportunely located approximately thirty miles from two of Florida's most renowned cities - Miami to the south and Palm Beach to the north. The Town is directly bordered by the City of Fort Lauderdale to the south, the City of Pompano Beach to the North, the Intracoastal Waterway to the West and the Atlantic Ocean to the East. With a total land coverage of .98 square miles, or approximately 627 acres, Lauderdale-by-the-Sea runs approximately two miles from north to south and one-half mile from the Intracoastal Waterway to the Ocean.

The Town has grown considerably in size since 1997 when the Town underwent its first annexation, adding four oceanfront condominium complexes and associated lands, which bordered the northern limits of the Town. The annexation included the obtainment of the Sea Ranch Club Condominiums and the Sea Ranch North Condominium, and added approximately 477 year-round Town residents and 24 acres of land.

A second annexation, completed in 2001, almost doubled both the size and population of the Town of Lauderdale-by-the-Sea. This annexation included the addition of three residential areas, Bel-Aire, Terra Mar Island and Palm Club, as well as properties fronting on the east and west sides of A1A up to the border of Pompano Beach. The Intracoastal Beach Area annexation, as it is referred, added approximately 263 acres and 2,936 year-round residents. The Town limits were further extended in 2002 when the Florida State Legislature extended the eastern boundary of the Town three miles into the Atlantic Ocean. This extended boundary corresponds with the Broward County and State of Florida jurisdictional boundaries. Land in Lauderdale-by-the-Sea is a highly desirable commodity, as usable land is already 99.5% developed, leaving only three acres of undeveloped land currently available throughout the Town.



## 2.2 A Brief History of the Town

The origins of the Town of Lauderdale-by-the-Sea can be traced back to 1924, when Melvin A. Anglin decided that this oceanfront land was the most desirable place for him and his family to plant their roots. The land on which the Town now sits was once a freshwater swamp with semi-tropical vegetation and wildlife that ranged from alligators to snakes and mosquitoes. The ecology of the land was dramatically changed from its original condition with the dredging of the wetlands and the completion of the construction of the Intracoastal Waterway. Mangroves gradually replaced the freshwater vegetation and the innovative and enterprising settlers that were making their way through southern Florida began to develop the waterfront property.<sup>1</sup> The Florida real estate boom of the early 20<sup>th</sup> Century was in full swing by 1920.

In 1924, the vision for Lauderdale-by-the-Sea was one step closer to becoming a reality, as William F. Morang & Sons, an enterprising real estate company platted the area from the ocean to Poinciana Street, and later added the land all the way to the Intracoastal. Morang was platting subdivisions in Fort Lauderdale at this time and likely saw this area as a subdivision named "Lauderdale-by-the-Sea". W. F. Morang & Sons went bankrupt in 1929, with the property being sold to a visionary by the name of Melvin Anglin. After accidentally stumbling onto the yet undeveloped land of Lauderdale-by-the-Sea and declaring it the "best piece of oceanfront property around", Melvin Anglin decided he wanted to create a Town and supplied the finances to begin the actual development of Lauderdale-by-the-Sea. On Christmas Eve in 1924, Melvin, his wife and their two sons became the first residents of Lauderdale-by-the-Sea.<sup>2</sup>

The prosperity of the Town was short-lived, however, due in part to the Great Depression that was striking communities throughout the United States. In 1933 the Town went bankrupt and the Town Charter was revoked, abolishing the Town

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<sup>1</sup> "Lauderdale-by-the-Sea, A Living History".

<sup>2</sup> Ibid.

as an independent municipality. Lauderdale-by-the-Sea reverted to unincorporated status and remained under the rule of Broward County until a new Town charter was instituted in 1947 - the Town's official birthday. The Town continued to evolve and grow through the years, with members of the Demko family (Mr. Anglin's daughter's married name) holding onto the most sought after properties and selling or leasing other properties throughout the Town. One of the most prominent built structures in the Town, the pier, was originally built and rebuilt by Anglin and is one of the properties that currently is under a 99-year lease. Completed in 1941 and rebuilt in 1963, the Pier was, and remains, a popular southern Florida fishing destination that also serves as a regional attraction and recreational landmark in the Town.

The Anglin family was not the only family to leave its mark on the sunny Town of Lauderdale-by-the-Sea. Among the very early families to settle and make history in the Town was the Friedt family, which stumbled by chance onto the Town in 1938, buying the Villa Serena property at the corner of El Prado and EL Mar Drive. It was Glenn Friedt who gave the Town its new beginning in 1947 by securing the present charter. With growing numbers of friends and visitors hoping to spend time in the Town with the Friedt family, they developed a series of tourist accommodations on their land, leaving the land which is now known as El Prado, vacant.<sup>3</sup> El Prado was required to remain undeveloped, as the land was part of the public domain that was ensured by Melvin Anglin.

While the Anglin and Friedt families were developing and making their mark on the Town, other innovative people were developing low-rise tourist accommodations, apartments and private homes along the waterfront, A1A and on Poinciana Street. Larger, more elaborate homes were simultaneously being constructed from Poinciana Street west to the Intracoastal Waterway. Physical development correlated with community development in the Town, as the few Town residents began to organize into special interest groups for companionship and entertainment purposes, resulting in some early civic clubs including, but not limited to, the Women's Club, Kiwanis, Property Owners Association and a Volunteer Fire Department.<sup>4</sup>

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<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

The Town has continued to grow and flourish through the 20<sup>th</sup> Century. Today, in addition to the boundless recreational opportunities, tourist accommodations and residential units, the Town offers residents and visitors a variety of restaurants, over fifty retail sales establishments and general services, such as a gas station, travel agencies, tailors, dry cleaners and beauty parlors, to name a few. Even with a busy tourist season, from late December through mid-April, the Town has successfully managed to maintain its old-Town charm and serenity, even amidst the development and activity that surrounds it. The Town, its lifelong residents and its newcomers are aware that time brings changes, but remain firm and united that the unique quality-of-life and character of the Town should be preserved, as it was from the moment Melvin Anglin set foot on the ground and declared the Town the most beautiful waterfront land around.

## 2.3 Existing Planning and Design Documents

The creation of this Master Plan is not the first planning and design document created for the Town of Lauderdale-by-the-Sea, but is a culmination of visions and ideas that have been planted through the years for the future direction of the Town under other initiatives. Below is a summary of recently completed studies that were reviewed, and considered, in the development of the *Plan for the Future: A Master Plan for the Community*.

### **Beach Management Area**

The Public Beach Area is the most recognizable natural resource in the Town. In an effort to preserve the two-mile strip of beach within the Town, the Florida Department of Environmental Protection, Broward County and the Town of Lauderdale-by-the-Sea established a Beach Management Area in 1997 that runs from the southern Town limits to the northern Town limits. The Beach Management Area includes designated safe areas for sunbathers and protection of the offshore reef by prohibiting watercraft. The safe area, as determined in the Beach Management Area extends 300 feet offshore and is marked by buoys that are placed approximately 600 feet apart.

### **Community Visioning Plan for the Town of Lauderdale-by-the-Sea**

Working with the Florida Atlantic School of Architecture and Department of Urban and Regional Planning, the FAU/FIU Joint Center for Environmental and Urban Problems, the Florida Institute of Government and the Center for the Conservation of Architectural and Cultural Heritage, the Town undertook a citizen participation process to create a common consensus for the design of the community as changes were likely to occur. The Plan resulted in a number of design sketches for the community that took into considerations such as transportation, circulation, quality-of-life and character and streetscapes.

## **Community-Wide Design Standards**

In the 1980's the Town considered the development of community design standards to create a cohesive architectural standard in the Town. The design documents prepared in conjunction with the community design standards focused on redevelopment schemes and the beautification of the Town, as well as the development of a pedestrian mall and a parking structure.

## **Comprehensive Plan**

The Town of Lauderdale-by-the-Sea adopted their most recent Comprehensive Plan on February 11, 2003. The Comprehensive Plan was completed as an update to the Town's first Comprehensive Plan that was adopted in 1978, and subsequent updates were completed in 1989 and 1993. The major distinction between the 1993 and 2003 Plans is that the newest update (2003) includes information pertaining to the areas annexed in 1997 and 2001.

## **Revitalization Redevelopment Plan**

In 1998 and 1999, a Revitalization Redevelopment Plan was completed for the Town by Walter H. Keller, Inc., the Town's planning consultant. The Revitalization Plan included an Existing Conditions Analysis, a graphic Redevelopment Plan that included and noted the development of design-themed districts and general improvements and Plan Implementation Strategies and Cost Estimates.

## **Zoning Code**

The Town is currently working on revising and updating their current Zoning Code based on recommendations and information contained within the Comprehensive Plan. The State of Florida law requires zoning codes to be consistent with future land use designations identified in the Comprehensive Plan and therefore, the adoption of a new Comprehensive Plan in 2003 led to the need to update the Zoning Code, based on that Plan, new issues and the recent annexations.

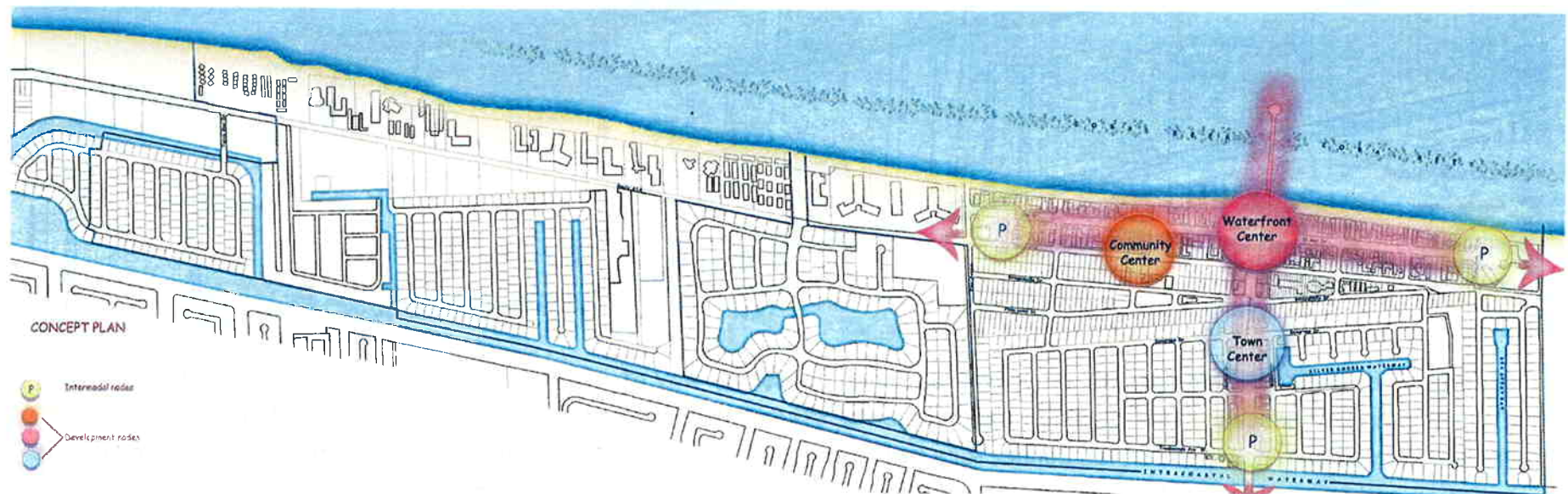


## 3.0 The Physical Plan

### 3.1 Design Concepts and Themes

The Concept Plan for the Town of Lauderdale-by-the-Sea is based on creating, and linking, nodes of development within the Town, primarily along the major circulation routes of State Route A1A and Commercial Boulevard. These major roadways create a "T" in the Town, upon which development is focused. The Concept focuses on creating three satellite parking nodes at the ends of the "T", which will service the three development nodes, namely the Community Center, the Waterfront Center and the Town Center. The beach and the pier are prominent features within the Concept Plan.

Figure 3-1 Concept Plan  
Town of Lauderdale-by-the-Sea

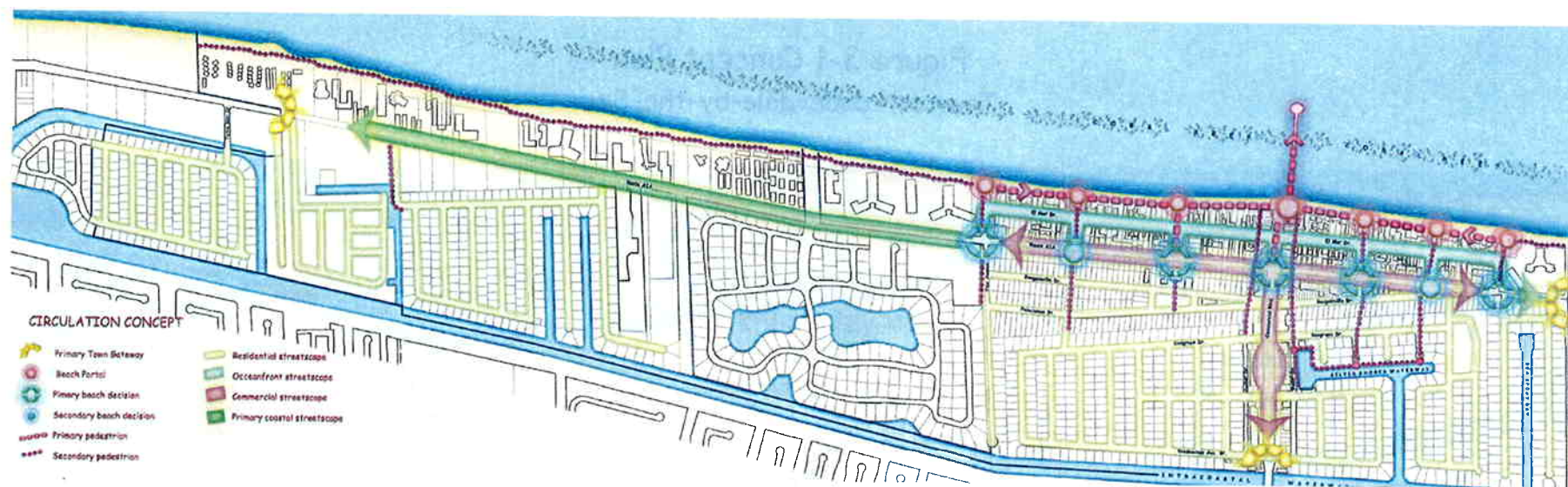




## 3.2 Circulation and Gateway Enhancements

Circulation and transportation are two of the most notable issues in the Town of Lauderdale-by-the-Sea and were closely reviewed, considered and analyzed for the Master Plan process. Deficiencies were noted in the Town with respect to adequate pedestrian circulation and beach access, and thus improvements and enhancements were integrated into the Master Plan. The proposed circulation improvements are identified on the following graphic:

Figure 3-2 Circulation Concept Plan  
Town of Lauderdale-by-the-Sea



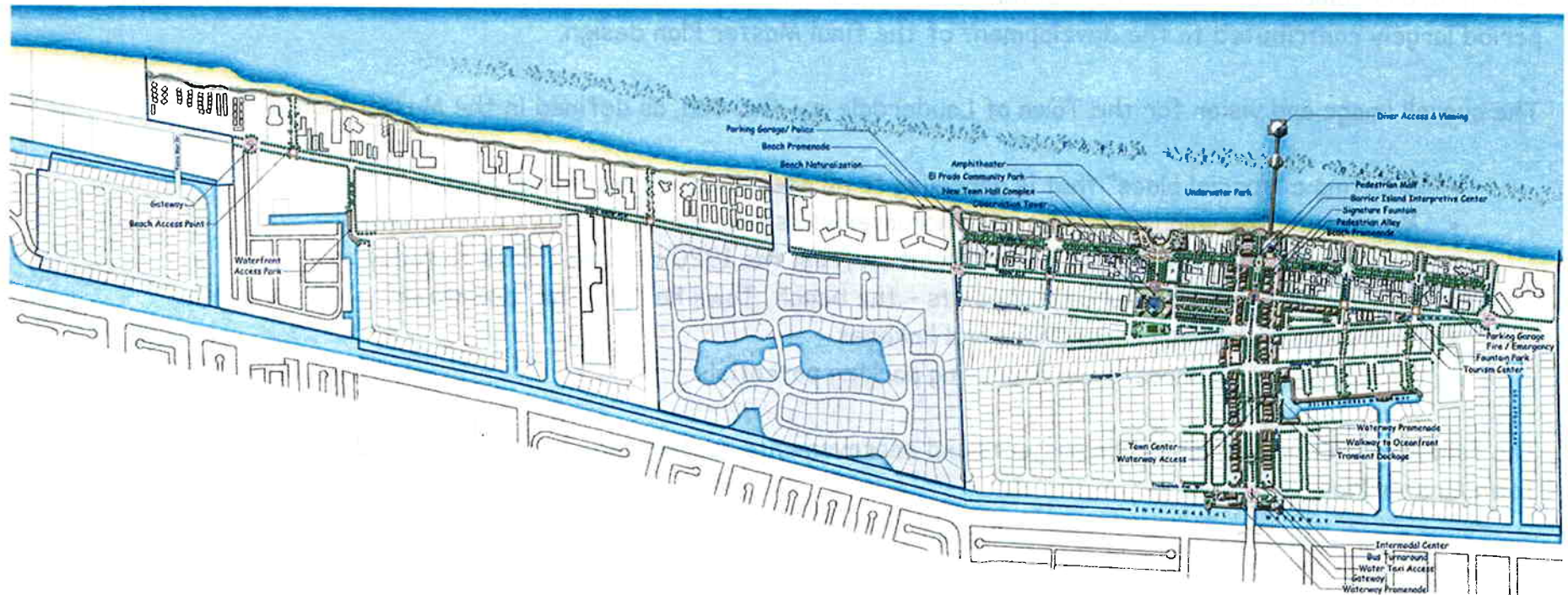
The Circulation Concept Plan focuses on providing beach access by way of a beachfront promenade system, identifying and developing key gateways and decision-making points, strengthening pedestrian maneuverability along existing corridors, developing new pedestrian connectors between inland areas and the ocean at regular intervals, easing traffic congestion and improving traffic flow and orientating parks and beach portals at desirable locations.



### 3.3 Town Master Plan

The concept of developing a high-end destination with local appeal, and an attractive product, is the focus of creating the physical Town Master Plan for the community of Lauderdale-by-the-Sea. The Master Plan lays out a "blueprint" for the future design and evolution of the physical development of the Town over the next 2, 5, 10 years - and beyond.

Figure 3-3 Concept Master Plan  
Town of Lauderdale-by-the-Sea



The Master Plan focuses on re-creating the Town as both a destination and a livable community, with the availability of everyday amenities and features. The projects integrated into the design of the Town Master Plan are pragmatic, feasible and sensible for the community to consider. They build on the existing, and desired character of the Town, allowing the community to maintain its desirable attributes, while allowing for new development that will enhance the quality-of-life for residents and visitors.

The Master Plan has not been created in a vacuum - Town officials, area residents, local business owners and property owners have had the opportunity to provide their insights and input at numerous times throughout the planning process. Compiled, and combined, with land use potentials and economic data, the public input received throughout the planning period largely contributed to the development of the final Master Plan design.

The overall image and vision for the Town of Lauderdale-by-the-Sea, as defined in the Master Plan, focuses on:

- Creating a "special place" that is appealing to all ages, incomes and social groups
- Maintaining the unique qualities and characteristics that make the Town distinctive
- Celebrating the Town's history and evolution from the 1920's to the 1950's to today
- Building on three signature focal points - the beach, Town hall and the "downtown"
- Improving pedestrian connections and linkages
- Reducing traffic impacts and improving parking potentials

The following section describes the projects and improvements recommended as part of the Lauderdale-by-the-Sea Town Master Plan.

### 3.3.1 Destination Developments

#### Basin Drive Promenade

An enhanced Basin Drive is recommended to create a secondary waterfront retail destination in the Town. Basin Drive will become a public, pedestrian-oriented route and access to the Silver Shores Waterway should be opened for the development of a Waterway Promenade and transient boat dockage. Small, portable retail stands may be erected along the roadway to allow for additional retail opportunities. The rear facades of buildings fronting onto Commercial Boulevard should be enhanced with pedestrian scale features, such as awnings, porches and attached lighting and signage. Street furniture and amenities should have a maritime character, building on the proximity to the Silver Shores Waterway. The successful implementation of recommendations for Basin Drive would help to create a strong, east-west pedestrian linkage from the Intracoastal Waterway, across to the Atlantic Ocean.

#### Commercial Boulevard Pedestrian Mall

The developments at the eastern foot of Commercial Boulevard can be divided into two major "projects". The first is the actual closing of the street, from State Route A1A east to the beach, from vehicles, with enhanced retail establishments and restaurants. Additionally, street furniture and amenities will be enhanced to create a human scale for users, positively influencing the experience of the public realm and improving safety and security for all users. A signature fountain and additional seating and "gathering" areas would create a small, community node at the intersection of Commercial Boulevard and El Mar Drive.

The second development focus is the creation of the Barrier Island Interpretive Center, which should be the catalyst for redevelopment and revitalization in Lauderdale-by-the-Sea. The Barrier Island Interpretive Center, including a dive center, welcome center, diver access area, enhanced public facilities and an interpretive,

educational facility, will be a "signature" development that the Town will be identified with. The Barrier Island Interpretive Center could be a large-scale tourist draw that builds on the Town's existing features, such as the three-tiered coral reef system. On the waterside, the Barrier Island Interpretive Center will be defined by an Underwater Park, which would further accentuate and highlight the natural attributes of the Town. The redevelopment of the Pier, already a distinguishable feature in the Town, would be an extension of the Barrier Island Interpretive Center project. The Pier would function in its current capacity as a site for fishing and birdwatching, but could be expanded to include direct water access for divers and the development of a refreshment stand and interpretive stations for educational and recreational purposes.

#### El Prado Civic Park

El Prado should be developed as a distinguishable community gathering area and civic space that connects - visually, physically and psychologically - an expanded Town Hall Complex directly to the ocean. El Prado, designed with a 1920's theme, would include a grand pedestrian promenade, tree lined and shaded for maximum comfort. The development of El Prado would create a second waterfront anchor in the Town, which would complement the Barrier Island Interpretive Center and Pier, directly to the south. The focus of the El Prado design is a waterfront, open amphitheater that could host large-scale community events and festivals, plays and concerts. The construction materials and design of the amphitheater would allow it to be accessible for all users, and would include a connection to the Beach Promenade. The amphitheater would be flanked by small concession stands, public amenities, such as restrooms, and would include integrated furniture and site amenities, such as decorative lighting, banners, fountains and a splash pad.

### Fountain Park and Tourism Center

We have proposed an expansion of the existing Chamber of Commerce building to include an enhanced Tourism Center and a Fountain Park. The Park, to be developed in the grass median to the south of the Chamber building, would include the incorporation of a series of fountains, as well as benches and landscaping. The fountains would become a trademark of the Town of Lauderdale-by-the-Sea, as they are incorporated into the design of various streetscapes and destinations. Currently there is an awkward road closing at the intersection of Bougainvillea and State Route A1A - in order to accommodate the Fountain Park design, the roadway would be re-aligned and opened up for direct vehicular access.

### Town Hall Complex

The Town is currently in the process of considering the redesign and expansion of the existing Town Hall office space. A new design for the Town Hall Complex has been proposed to include two buildings with an open courtyard in the middle that provides for a continuous view from the Municipal Park directly down to the water, via El Prado Drive. The Town Hall Complex would include a prominent feature to signify the importance of the site within the Town, an Observation Tower. The Town Hall Complex would include, in addition to the Town offices, an indoor community center, a senior center and meeting rooms available for use by Town groups and special organizations.

### Waterfront Access Park

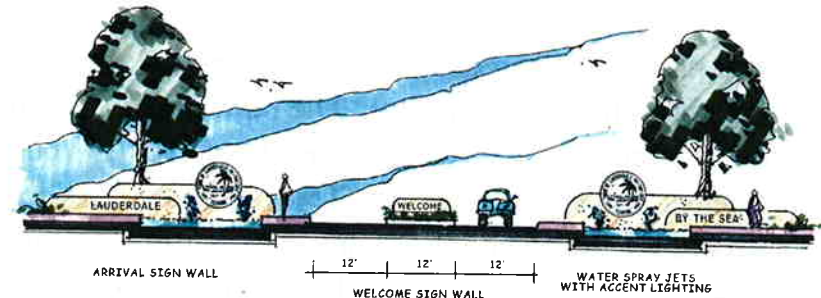
In an effort to create more "neighborhood" amenities, we have proposed a Waterfront Access Park in the northern residential area of the Town, along the water, at the corner of SE 15<sup>th</sup> Street. The Access Park would include a waterfront promenade, transient boat dockage and a small park with seating areas and landscaping. The Park would service residents from surrounding residential neighborhoods and would provide a water-based access route from the residential neighborhood to the Intracoastal Waterway.

### 3.3.2 Gateways

#### Arrival Gateways

In order to announce one's arrival into the Town, we have proposed the construction of "signature" arrival gateways at the major northern, southern and western entrances into the Town. The northern and southern arrival gateways would be located at either end of State Route A1A, and the arrival gateway from

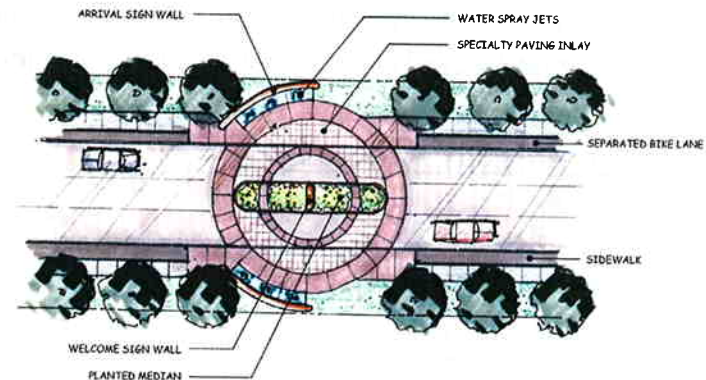
the west would be located at the intersection of Commercial Boulevard and Tradewinds Avenue West. The arrival gateways would be defined by specialty paving and would include a center median, bold and colorful landscaping and plantings, lighting and signature features. Signature features, designed to reflect the Town's oceanfront location, would include low horizontal walls integrating the Town name and logo and small fountains, which would draw reference to the fountain courtyards sprinkled throughout the Town.



*Section View of Proposed Arrival Gateway*

#### Secondary Gateways

Secondary gateways should be developed at major intersections and "decision-making" points in the Town of Lauderdale-by-the-Sea, including all intersections on State Route A1A south of Pine Avenue. These secondary gateways should be defined by specialty paving, alerting people that they have reached a significant location in the Town, announcing the presence of the ocean, leading people to the water and differentiating vehicular and pedestrian circulation.



*Section View of Proposed Gateway*



### 3.3.3 Streetscape Enhancements

#### El Mar Drive

El Mar Drive is the most easterly of all streets in the Town, which run parallel to the Atlantic Ocean. Maintaining the waterfront relationship and enhancing the unique qualities and attributes of the roadway are essential. As defined in further detail in Section 3.4 - Streetscape Concepts, El Mar Drive has been redesigned in a manner that caters to pedestrians, bicyclists and beach users, as opposed to the vehicle. The goal for El Mar Drive is to enhance the "ocean" experience and increase pedestrian interaction.



Enhancements on El Mar Drive include enforcing a building height of "3 over 1" to maintain a pedestrian scale, creating a single travel lane in each direction with a landscaped median, creating service lanes on each side of the road, creating an oceanside pedestrian promenade for a variety of users, adding street furniture and amenities and increasing landscaping to include shade trees. Design recommendations for El Mar Drive also strive to maintain regular sightlines from the roadway to the Atlantic Ocean and decreasing the amount of back-out parking.



*Existing and Proposed Views along El Mar Drive*

Land uses along El Mar Drive should remain similar to existing land uses along the roadway, with the majority of parcels being occupied by small-scale motels and resorts. In order to maintain the desirable character of the street, as well as the Town as a whole, residential townhouse developments should be limited along El Mar Drive and high-end resort and motel establishments should be actively pursued.

### Commercial Boulevard

Enhancements proposed for Commercial Boulevard aim to create an identifiable "downtown" commercial core with a high-end, contemporary design quality. The vision for Commercial Boulevard is for that roadway to become a retail and service destination, not only for local consumers, but for the region and tourist community as well. Enhancements to Commercial Boulevard would focus on creating a sustainable commercial environment that is friendly and welcoming for those coming by car, foot or public transit. Development should remain focused along the roadway and provide a strong connection to the beach.

New development on Commercial Boulevard, west of State Route A1A, should be limited to a maximum of 5 stories, with a minimum building height of  $2 \frac{1}{2}$  stories. Development could be guided through the implementation of design standards, in order to create the desirable design character envisioned for the public realm. Buildings would remain setback from the road, in order to allow for a grand pedestrian promenade from the Commercial Boulevard Bridge east to the beach. Additional recommendations for the physical design of the street are detailed in Section 3.4 - Streetscape Concepts.

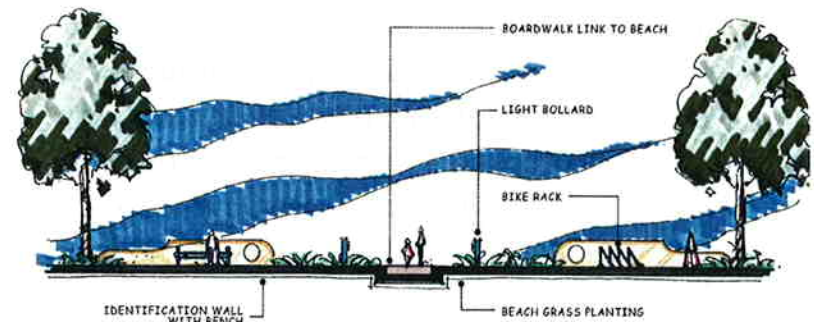
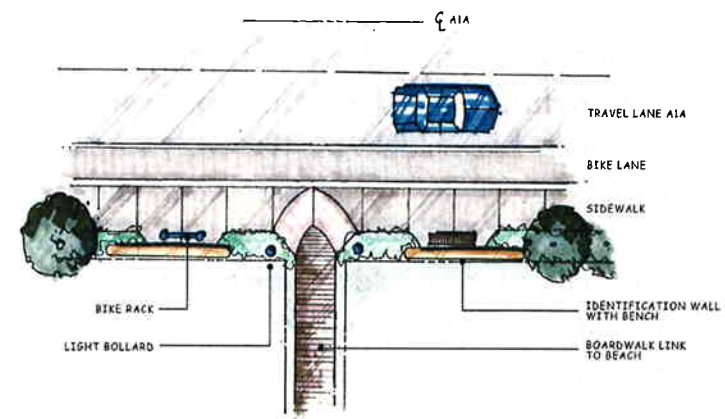


### 3.3.4 Pedestrian Circulation

#### Beach Access Points

Enhanced beach access points in the northern, annexed area of the Town are recommended in order to promote public awareness that the beach, and Ocean, are just a few steps away from the hustle and bustle of State Route A1A. The enhanced beach access points will clearly define where one can enter to gain beach entry, even when there is no visual connection to the oceanfront. The enhanced beach access points would integrate low level light bollards along the entire path, street furniture, signage and low seat walls at its connection with the street. All amenities integrated at, and along, the beach access routes would be designed in a maritime theme to capture the waterfront quality. Ideally, the beach access points and linkages would be constructed in conjunction with the Beach Promenade, and would be considered as an extension to the continuous Promenade.

Beach portals in the southern area of the Town, located at the beach terminus of all east-west roadways, should all be developed in a more pronounced and identifiable manner, with different design styles used for each. However, the design of all the portals should incorporate natural features and have a "beach" feeling, in order to promote the existing environment.



*Sample Plan and Section Views of Proposed Beach Access Points*

### Beach Promenade

The Beach Promenade is designed to create a continuous waterfront, pedestrian connection from the southern boundary of the Town to the northern boundary. The Beach Promenade would be handicap accessible, ensuring it is usable by one and all, thus creating beach access potentials for those not typically able to enjoy the unique scenic and recreational qualities offered in a beach environment. The Promenade would be a unique development for the Town, and the only one of its kind in this area of the state. Over time, the Promenade would become a recognizable symbol of Lauderdale-by-the-Sea, which could be integrated into the Town's future marketing and promotion endeavors.



*View of Existing Beach*

The Promenade would function as more than a pedestrian route, however. The Beach Promenade would also serve as both an environmental feature and an educational tool. Development of the Promenade would incorporate dune restoration, shoreline protection features and special elements to promote the maintenance and safety of sea turtle habitats. Interpretive stations, with Braille locators, educational posters, hands-on activities and identification signs would also be located at regular intervals along the entire length of the Beach Promenade.



*View of Beach after construction of the Beach Promenade*



### Pedestrian Alleys

Pedestrian alleys could be developed and strengthened in the Town in an effort to increase the number and type of pedestrian linkages in Lauderdale-by-the-Sea. The pedestrian alleys could provide existing retailers and business owners with additional access opportunities, as rear facades and entries would become primary, usable spaces. Currently many existing alleys are used primarily for garbage disposal and cut-through traffic. The alleys would benefit from enhanced amenities, including a defined pedestrian strip, banners, lights, underground utilities and street furniture. Public enhancements of these alleyways would help to increase the value of the lands and properties abutting the alleys, and encourage future private investment from adjacent property owners.



*View of existing conditions along Alleyway*



*View of Alleyway with proposed improvements*

### Waterway Promenade

Waterway Promenades have been proposed at various locations within the Town. Future sites for the Waterway Promenade include along the Intracoastal Waterway, the Silver Shores Waterway and along interior canals in the northern part of the Town. The intent of the Promenade is to increase pedestrian access to the water and to distinguish the water bodies in the Town as destinations for leisure activities and enjoying the natural, scenic qualities of the waterways. Waterway Promenades are designed to be narrow (approximately eight feet wide), pedestrian only decks attached to the edge of the Silver Shores Waterway and the Intracoastal Waterway. A design feasibility study would need to be completed to determine exact size of the walkways, materials and building specifications.

### 3.3.5 Multi-Modal Transportation Developments

A number of projects have been proposed in the Town that focus on simplifying and improving circulation and access opportunities for a variety of transportation users. These projects are explained in further detail below:

#### Intermodal Center

An Intermodal Transportation Center has been proposed at the foot of the Commercial Boulevard Bridge, at the corner of Tradewinds Avenue and the south side of Commercial Boulevard. The Intermodal Center would include a multi-level parking garage and would serve as a hub for ground-based public transportation services. A bus turnaround would be included in the design of the Intermodal Transportation Center. The Intermodal Center would also, ideally, function as the main office for the water taxi service, including a box office where people could obtain schedule information and buy tickets. The water taxi dock would be located across the street, on the eastern side of the Intracoastal Waterway. The proposed water taxi would require the continuation of the existing Fort Lauderdale water taxi service or a new provider to create water taxi service in the Town.

#### Parking Garages

Parking garages have been proposed at three locations in the Town, with all proposed sites accessible from the east side of State Route A1A and the west side of El Mar Drive. The proposed parking garages are located on the site of the existing Clarion hotel parking lot, adjacent to El Prado in the vicinity of Town Hall and on the site of the existing Holiday Inn hotel parking lot. All of the proposed parking garages would have a maximum height of three stories and would include design details, such as setbacks and landscaped decks, to ensure compatibility amidst surrounding land uses. The northern and southern most parking garages, located near the Holiday Inn and Clarion hotel respectively, would also house the Town's emergency services, including police, fire and ambulance. The location in the parking garages would provide access directly onto the Town's major north-south roadway, A1A, which would allow for quick and easy access to other locations and neighborhoods in Lauderdale-by-the-Sea.

### 3.4 Streetscape Concepts and Area Plans

Specific design and character criteria have been established for designated locations in the Town of Lauderdale-by-the-Sea. These streetscapes and planning areas were determined at the on-set of the planning process, based on their need for redevelopment and revitalization, and their prominence in the Town. Design and character principles have been established for:

- Oceanfront Streetscape (El Mar Drive)
- Commercial Corridor Streetscape (Commercial Boulevard)
- Coastal Corridor Streetscapes (State Route A1A)
- Single-Family Neighborhood Streetscape
- Multi-Family Neighborhood Streetscape
- Plaza Streetscape (El Prado)
- Oceanfront Promenade (Beach Boardwalk)
- Pedestrian Promenade (Basin Drive)
- Pedestrian Alley

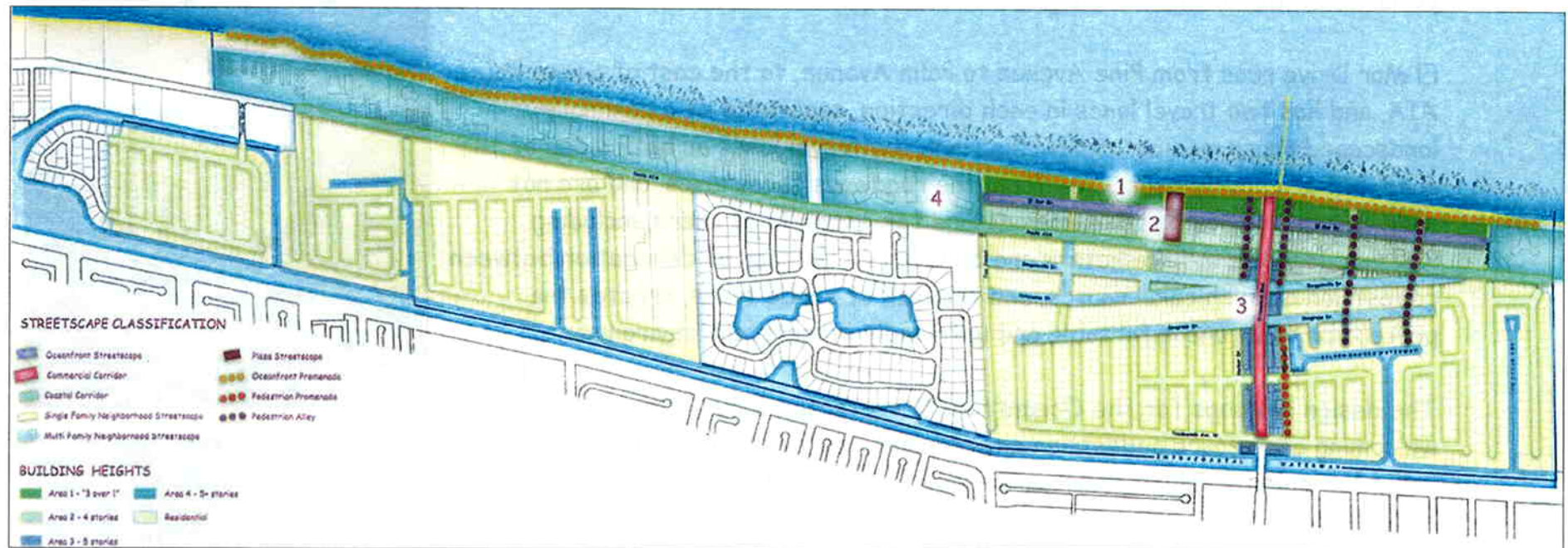
Included in the following section are both general and specific design criteria for each planning area, as well as an overview of existing conditions, design principles that serve as the basis for the design language and final products that resulted from the design process. The design language is broken into design criteria for both buildings (facades, roofs, signage) and streetscapes (street furniture, lighting, paving). In addition to the design language established for each planning area, there are a number of design criteria that should be applied to ALL future development in the Town. These general design language guidelines include:

- Assurance that all development occurs in an environmentally efficient manner, to the greatest extent possible
- Accessibility, for all ages and users, should be encouraged (ie. handicap accessibility, Braille signage, etc.)
- Recycling receptacles should be integrated into all developments, and should be designed in a manner that is consistent with the style recommended for that planning area
- Solar lighting should be integrated to the greatest extent possible
- Shade trees should be planted along all streetscapes and within community gathering areas to lessen the impacts of the sun and heat, for pedestrians



The figure shown below graphically identifies the location of each of the streetscape classifications explained in further detail in this section of the Town Master Plan. Also portrayed on this figure are all proposed building heights for the Town of Lauderdale-by-the-Sea.

Figure 3-4 Streetscape Classification and Proposed Building Height Plan  
Town of Lauderdale-by-the-Sea



### 3.4.1 Oceanfront Streetscape

The Oceanfront Streetscape concepts apply to waterfront roadways that have a strong visual, physical and psychological relationship to a major water feature, such as the Atlantic Ocean. In Lauderdale-by-the-Sea, an Oceanfront Streetscape would include El Mar Drive, which is the most easterly parallel roadway that runs along the beach.

El Mar Drive runs from Pine Avenue to Palm Avenue, to the east of State Route A1A, and has two travel lanes in each direction, separated by a minimally landscaped grass median. Sidewalks flank the travel lanes on both sides of the road, but are poorly delineated from the roadways themselves, and are not wide enough to provide adequate passage for a variety of users, including walkers, joggers, in-line skaters and bicyclists. The lack of delineation between pedestrian and vehicular routes, and the lack of shade trees, creates the perception of an uncomfortable and unfriendly streetscape environment.

The design language for the Oceanfront Streetscape focuses on fostering a welcoming and secure pedestrian environment, while still allowing for optimal vehicular mobility, which services the existing, and future, businesses and residences.



*Existing conditions along El Mar Drive*



## Oceanfront Streetscape Design Concepts

### PROBLEMS

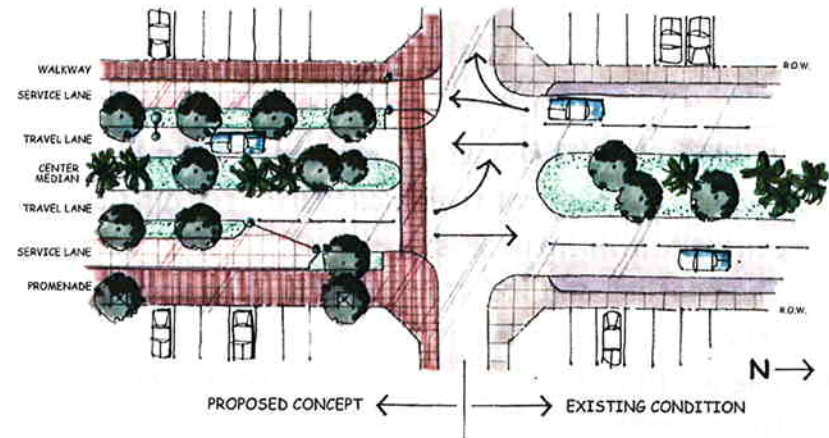
- Vehicle / pedestrian relationships
- Lack of tree cover and shade
- Lack of streetscape amenities
- Excessive back-out parking onto street

### PRINCIPLES

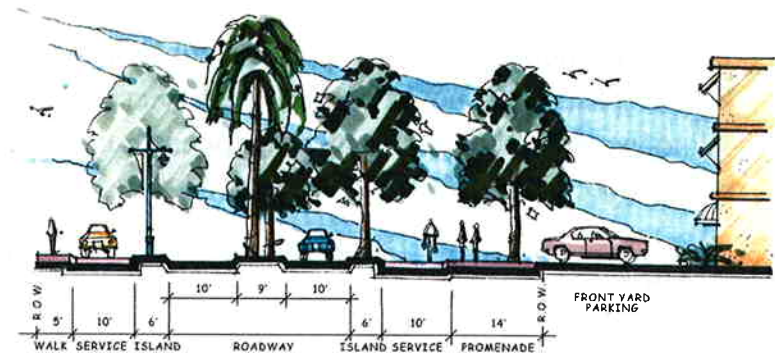
- Create a Mediterranean theme
- Enhance pedestrian experience and circulation
- Reduce impacts of back-out parking
- Preserve pedestrian scale of streets, with the street as a gathering place
- Reinforce relationship between street and oceanfront

### PRODUCTS

- Two ten-foot travel lanes
- Two ten-foot service lanes, which can be used by bicyclists and in-line skaters
- A center, landscaped median dividing traffic lanes
- Landscaped medians between travel and service lanes that provide shade to pedestrians
- Fourteen-foot pedestrian promenade on the waterside, providing ample pedestrian movement
- Streetscape amenities, including pedestrian level lighting, benches and trash receptacles



*Plan View of El Mar Drive*

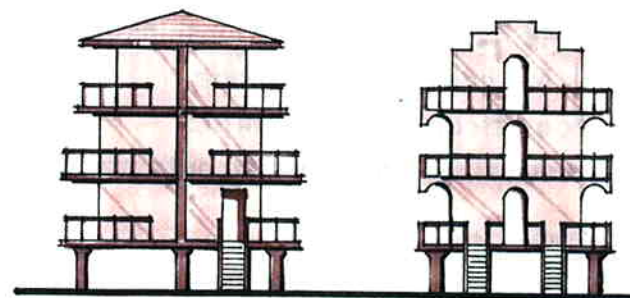


*Section View of El Mar Drive*

## Oceanfront Streetscape Design Language - Buildings

### FORM

- Building heights should not exceed "3 over 1", or 44'-0"
- The ground plane of buildings should remain open to provide continuous visual access
- The roofline and top story of a building should be varied to create relief from the plane of the lower stories
- The width of buildings along the street should be less than their length and should be site located to preserve views of the ocean



*Example of Varied Rooflines*

### FACADE

- Buildings should express a predominantly horizontal quality
- Primary facades should be designed to create a sense of enclosed outdoor space
- Windows should appear tall, to express a high ceiling, and should be accented / sun protected with shutters, awnings and projecting roof overhangs

### FEATURES

- Garden courtyards should be created at primary public entrances and should be designed to include such features as small fountains, sculpture, intricate paving and plantings
- Entrances should be articulated with seating and sun shelters
- Features such as airways, covered arcades, balconies and archways should be integrated into the site design
- Signs attached to buildings should be projecting and perpendicular to the street, with a small, human scale

## Oceanfront Streetscape Design Language - Streets

### FIXTURES

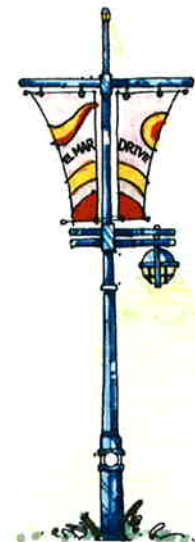
- Light standards should be maritime style with decorative grill work and ground-wash base lights
- Luminaries should be mounted at a pedestrian height of approximately fifteen (15) feet
- Seasonal and event banners and flags should be integrated and supported from "mast" arms

### FURNITURE

- All furniture should be maritime-style and of the same design "family"
- Furniture should be designed to recall recognizable maritime features - ie. shell and fish style benches
- Play tables and activity centers should be incorporated into the streetscape to draw people onto El Mar
- Bench frequency should be located approximately every forty (40) feet on the eastern side of El Mar, and every eighty (80) feet on the western side of El Mar

### FEATURES

- Similar specialty paving should be used for the pedestrian promenade, sidewalks and service lanes
- Pavers should be smaller and laid in a more intricate pattern for promenades and sidewalks
- All tree planting outside of the center median should be formally organized and provide shade
- Beach side promenade should have frequent benches and sheltered gathering areas



*Sample "maritime" style light standard.*

### 3.4.2 Commercial Corridor Streetscape

Commercial Corridor streetscapes categorize those major roadways that provide access through, and to, community businesses and services. In Lauderdale-by-the-Sea, an example of a Commercial Corridor would be Commercial Boulevard. Commercial Boulevard runs in an east-west direction through the Town, providing access to the City of Fort Lauderdale to the west by means of the Commercial Boulevard Bridge.

Commercial Boulevard is identifiable by two travel lanes in each direction, with turning lanes at select intersections. The travel lanes are divided by a landscaped median and parallel, on-street parking flanks the travel lanes on each side of the street. There are sidewalks on each side of the road which are separated from the existing parking lots by a narrow planting strip, consisting of ground cover and palm trees. The relationship between vehicles and pedestrians and bicyclists is strained, as traffic moves at a fast pace along Commercial Boulevard, and there are few formal, well-defined pedestrian crosswalks.

The design language for Commercial Corridor streetscapes focuses on promoting a more balanced relationship between vehicles and pedestrians. Pedestrian circulation is currently less of a priority along Commercial Boulevard and the importance of a strong pedestrian circulation system, with related amenities, will be developed and encouraged in the design language.



*Existing conditions along Commercial Boulevard*



## Commercial Corridor Design Concepts

### PROBLEMS

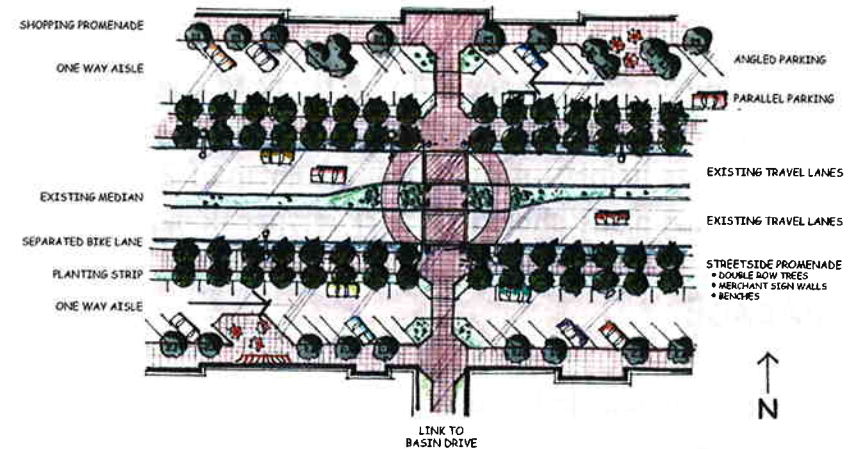
- Poor relationship between vehicles and pedestrians
- Excessive on-street parking
- Lack of continuity in building style and design
- Ambiguous relationship between street and businesses

### PRINCIPLES

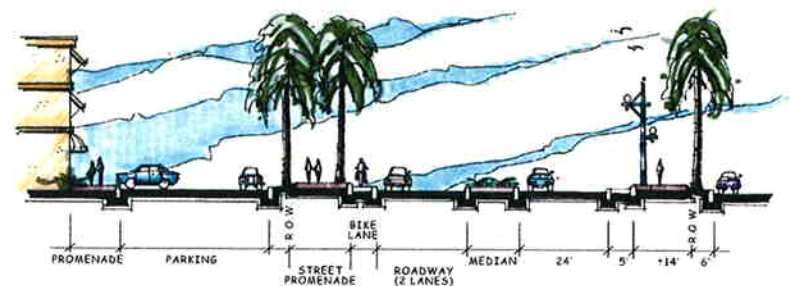
- Create a contemporary, high-end architectural theme
- Enhance the pedestrian circulation system
- Improve overall shopping experience and linkages
- Reduce impacts of vehicular circulation (volume/speed)
- Reduce visual and physical impacts of extensive asphalt
- Create grand pedestrian promenade / ceremonial approach to the ocean

### PRODUCTS

- Two travel lanes in each direction
- Defined bike lanes
- Fourteen-foot, grand pedestrian promenade from Commercial Boulevard Bridge to Atlantic Ocean
- Secondary pedestrian promenade along building facades
- Integration of street trees and pedestrian amenities
- Organized parking areas for better business access



*Plan View of Commercial Boulevard*



*Section View of Commercial Boulevard*

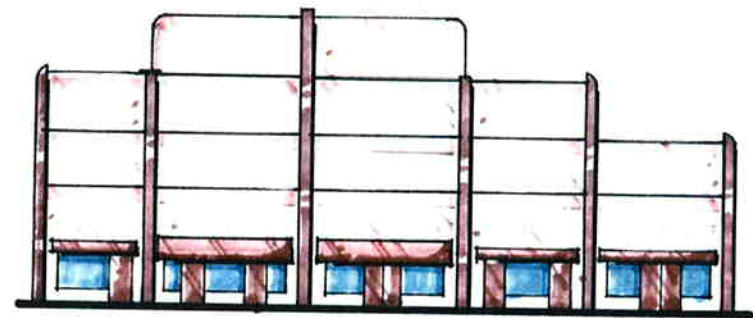
## Commercial Corridor Design Language - Buildings

### FORM

- Buildings should appear to be perpendicular to the street with a depth greater than the width
- Building heights should be a maximum of fifty-five (55) feet, or 5 stories
- Building heights should be a minimum of 2  $\frac{1}{2}$  stories
- Building plane should be broken approximately every 30'-0" to maintain a vertical building appearance

### FACADE

- Facades should be designed to create an appearance of "Main Street" storefronts
- The setback of buildings should maintain sightlines to the ocean
- Materials should appear contemporary, machined and smooth textured, ie. steel pane, stucco, glass panels, glass block, terrazzo, chromed/painted steel and neon



*Sample Store Front Design*

### FEATURES

- The ground floor of buildings should be predominantly glass (approximately 75%)
- Ground floors should be designed to provide protection from the sun with features such as arcades, continuous awnings, etc.
- A variety of signs should be allowed, including the Art Deco eclectic style, back-lit and neon sign

## Commercial Corridor Design Language - Streets

### FIXTURES

- Light standards should have a contemporary, ceremonial quality with limited detail
- Street lighting should consist of processional cantilevered luminaries (+ or - 30'-0"), pedestrian height luminaries for the ceremonial streetscape (+ or - 15'-0") and pedestrian height luminaries for the retail streetscape (+ or - 12'-0")

### FURNITURE

- Benches on processional streetscape should be approximately 50'-0" apart
- Benches on retail streetscape should be clustered
- All furniture should be contemporary in style and express a bold and simple design
- Steel pipe, tube and sheeting (perforated, slotted or mesh) should be used to create the contemporary style



*Business directory sign along  
Commercial Boulevard*

### FEATURES

- Specialty pavers with strong banding and patterning should be used in the grand promenade and at pedestrian crossings
- Low sign walls with store names should be integrated along the grand promenade and should exhibit a clean and simple design style with a visual connection to street furniture
- Cycling lanes should be grade separated from the roadway with a curb and should be paved in a contrasting color
- The existing Royal Palm street trees should be supplemented with additional trees to create a ceremonial arcade along the grand promenade
- Shade trees should be planted along store fronts and within parking areas

### 3.4.3 Coastal Corridor Streetscape

In Lauderdale-by-the-Sea, State Route A1A is the primary Coastal Corridor Streetscape - a major thoroughfare that provides access into, and around, the Town of Lauderdale-by-the-Sea. State Route A1A, known locally as Ocean Drive, runs in a north-south direction through the Town, providing access from Fort Lauderdale to the south and Pompano Beach to the north.

State Route A1A is defined by one travel lane in each direction, with turning lanes at select intersections. In the southern portion of the Town, near the Ft. Lauderdale border, the roadway expands to include two travel lanes in each direction. There are sidewalks on both sides of the roadway, as well as designated bike lanes. Vehicles tend to move at very high speeds along Ocean Drive, creating poor pedestrian/vehicle relationships along the roadway and at intersections and pedestrian crosswalks.

The design language for Coastal Corridor Streetscapes focuses on creating a more pedestrian friendly environment, through the integration of traffic calming measures and streetscape amenities. Reducing emphasis on the automobile, and creating a safer, more welcoming pedestrian environment on State Route A1A is a priority of the design language principles. The design language also strives to strengthen and enhance pedestrian connections to the northern areas of the Town.



*Existing Conditions along State Route A1A (Ocean Drive)*



## Coastal Corridor Design Concepts

### PROBLEMS

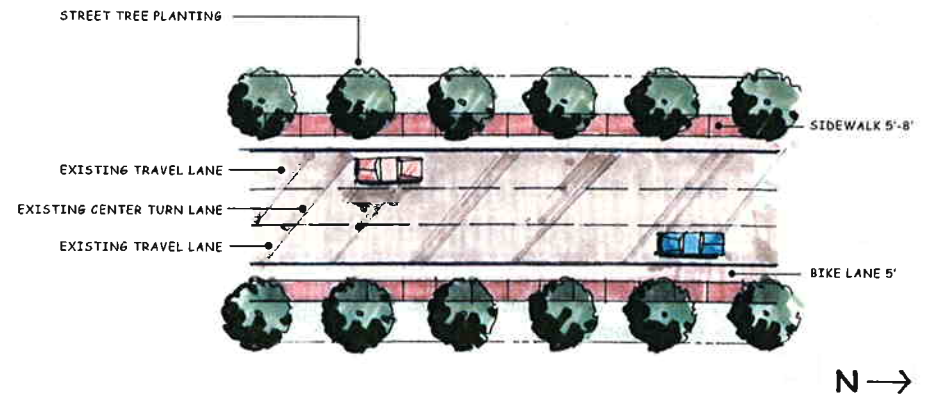
- Excessive travel speeds of vehicles
- Perception of unsafe intersections
- Poor relationship between vehicles and pedestrians
- Lack of tree cover and shade
- Lack of streetscape amenities
- Back-out parking from businesses to street

### PRINCIPLES

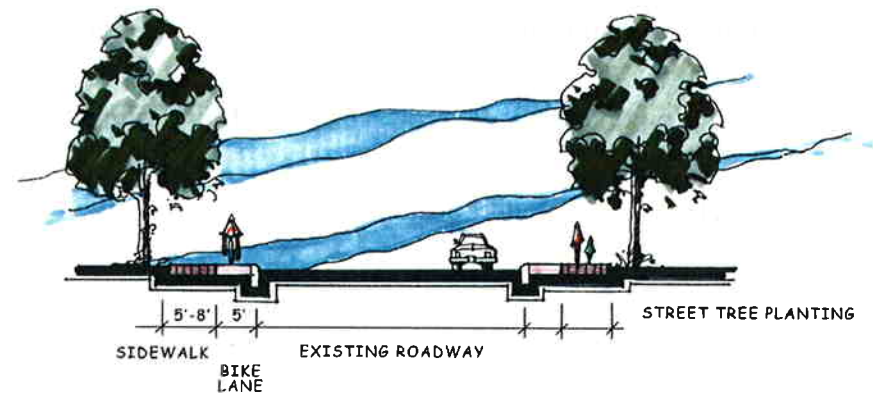
- Create a more pedestrian friendly streetscape
- Strengthen the relationship to the ocean
- Develop additional ocean access points
- Create the "feel" of a 1950's motel, vacation strip
- Create a unique, sequencing experience as one enters the Town from the north and south

### PRODUCTS

- Clearly defined bike lane
- Two travel lanes, with a shared turning lane
- Additional street trees and landscaping
- Defined pedestrian sidewalks



*Plan View of State Route A1A*



*Section View of State Route A1A*

## Coastal Corridor Design Language - Buildings (Core Area Only)

### FORM

- Building height should be a maximum of forty-four (44) feet, or 4 stories
- Buildings should be designed to capture the simple and streamlined design form of the 1950's
- Buildings should appear perpendicular to the street with a depth greater than the width at street
- Buildings should have flat rooflines

### FAÇADE

- Buildings should express a predominantly horizontal quality with vertical elements and rounded lines integrated for emphasis
- Facades should generally have a flat quality with little ornament or decoration
- Windows should create a strong pattern and geometry and be horizontal in nature
- Materials should be stucco, glass block and architectural block

### FEATURES

- Window coverage should be approximately 50% of building façade on the ground floor
- Signs should have graphic quality, flush to the building, rear illuminated

*Sample Signage along State Route A1A*



## Coastal Corridor Design Language - Streets

### FIXTURES

- Light standards should have a contemporary quality
- Light standards should be enhanced with signature neon features
- Detail and ornament should be minimal

### FURNITURE

- All furniture should be contemporary in style and express a bold and simple design quality
- Benches should be located every 100'-0" along the street
- Bench design should mimic a 1950's car seat

### FEATURES

- Sidewalks should be as wide as space permits in the Core Area (directly north and south of Commercial Boulevard)
- Cycling lanes should be grade separated from the roadway with a curb and should be paved in a contrasting color to the sidewalk
- Shade trees should be planted along the street where space permits



*Sample Bench along State Route A1A*

### 3.4.4 Single-Family Neighborhood Streetscape

Neighborhood Streetscapes are those roadways that meander through single-family residential neighborhoods in the Town of Lauderdale-by-the-Sea. Single-Family Neighborhood Streetscapes in the Town include Trade Winds Avenue, Lombardy Avenue, Codrington Drive and Hibiscus Avenue, to name a few. Single-Family Neighborhood Streetscapes are found in both the northern and southern areas of the Town.

These Neighborhood Streetscapes are generally two-lane roadways, with one-travel lane in each direction. Some residential streets have defined bike lanes, while the majority of others do not. Additionally, the majority of single-family residential streets do not have sidewalks. Landscaping on residential streets varies, from heavily landscaped and shaded to minimal landscaping.

The design principles for the Single-Family Neighborhood Streetscapes strive to create residential neighborhoods that are comfortable and usable by walkers and other non-motorized modes of transportation. Infrastructure needs have also been a concern for residents and the design principles for Single-Family Neighborhood Streetscapes will address storm water drainage concerns and general amenity needs.



*Existing conditions along sample Single-Family Neighborhood Streetscapes*



## Single-Family Neighborhood Streetscape Design Concepts

### PROBLEMS

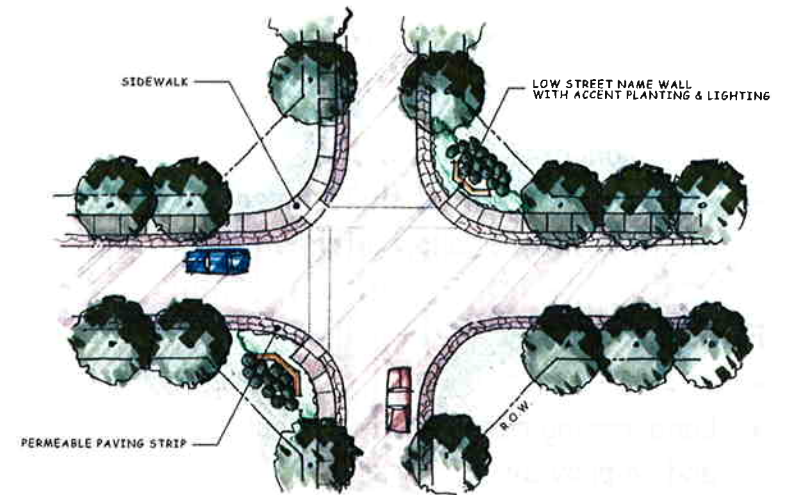
- Lack of storm water drainage
- No designated areas for pedestrians / bicyclists
- Lack of streetscape amenities

### PRINCIPLES

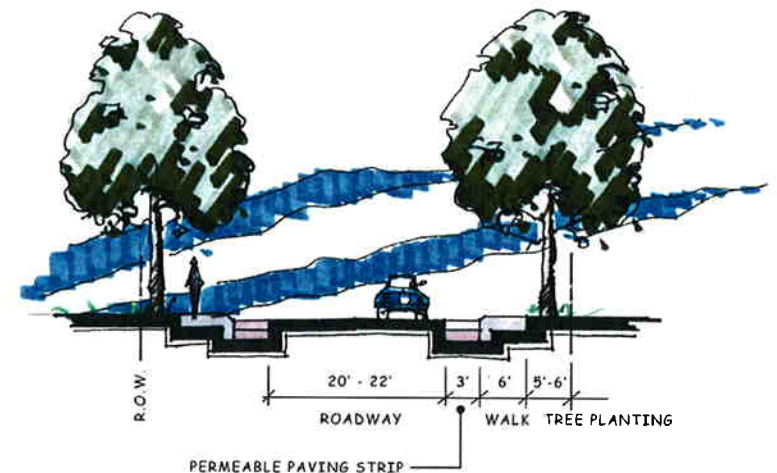
- Create comfortable, walkable neighborhoods
- Link residential neighborhoods to primary streets
- Improve storm water drainage
- Create individual "sense of identity" for each neighborhood
- Make neighborhoods open and inviting, reflecting the character of the community

### PRODUCTS

- Roadway width of twenty to twenty-two feet
- Permeable paving strip separating vehicular travel lane from pedestrian sidewalk
- Six-foot sidewalks
- Five to six-foot planting strips accommodate landscaping and shade trees



*Plan View of a Typical Residential Street*



*Section View of a Typical Residential Street*

## Single-Family Neighborhood Streetscape Design Language - Buildings

### FORM

- Maximum of 2  $\frac{1}{2}$  stories
- Residential buildings should create a horizontal profile
- Roofs shall be shallow pitched

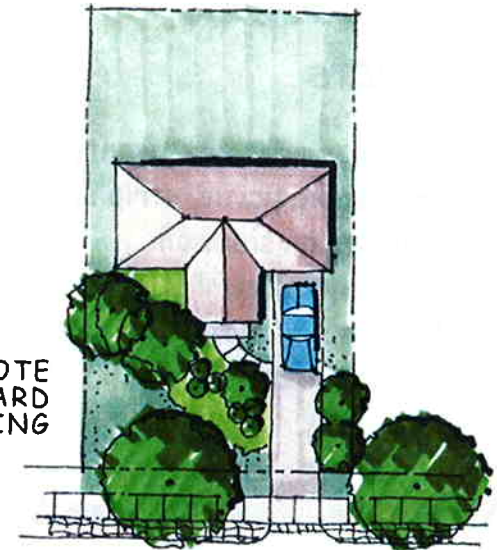
### FAÇADE

- 
- Landscaping requirements should be encouraged in front setbacks to reduce visual impacts of excessive lawn cover and to provide street shade

### FEATURES

- Front entries and sidewalks should have strong connections to the street
- Curb cuts should be allowed at no more than every sixty (60) feet of street frontage

PROMOTE  
FRONT YARD  
LANDSCAPING



*Sample of Preferred Site Design of a Residential Lot*

## Single-Family Neighborhood Streetscape Design Language - Streets

### FIXTURES

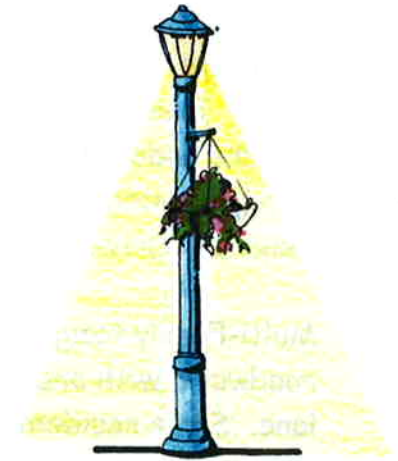
- Light standards should capture a "garden" quality with decorative poles and traditional style luminaries, ie. coach, lantern, Victorian, gas lamp, etc.
- Luminaries should be top mounted at a height of approximately twelve (12) to fourteen (14) feet

### FURNITURE

- All furniture integrated into residential streets should capture a garden quality

### FEATURES

- Shade trees should be installed on both sides of the street
- Sidewalks should be installed on one side of the street only and should be located to best provide shelter from the sun
  - On N/S streets, sidewalk should be located on the west side
  - On E/W streets, sidewalk should be located on the south side
- Permeable paving should be integrated at the roadway edge to promote percolation of rain water
- Low horizontal street-name walls should be integrated at primary residential street intersections and entrances



*Sample Residential Light Standard*

### 3.4.5 Multi-Family Neighborhood Streetscape

Multi-Family Neighborhood Streetscapes are those primary residential roadways, which are located in close proximity to major thoroughfares in the Town. These roadways have historically been single-family residential streets but are undergoing changes, resulting in their conversion to primarily multi-family residential townhomes and duplexes. This type of streetscape includes Seagrape Drive, Bougainvillea Drive and Poinciana Street.

Multi-Family Neighborhood Streetscapes in the Town are two or three-lane roadways, with one-travel lane in each direction, and in some cases, a turning lane. Some residential streets have defined bike lanes, while the majority of others do not. The majority of these multi-family residential streets do not have sidewalks. Landscaping on these roadways varies from minimal landscaping to heavily landscaped with street foliage.

The design principles for the Multi-Family Neighborhood Streetscapes strive to create neighborhoods that are comfortable and usable by walkers and other non-motorized modes of transportation. Infrastructure needs have also been a concern for residents and the design principles for Multi-Family Neighborhood Streetscapes will address storm water drainage concerns and general amenity needs.



*Existing conditions along Seagrape Drive*



## Multi-Family Neighborhood Streetscape Design Concepts

### PROBLEMS

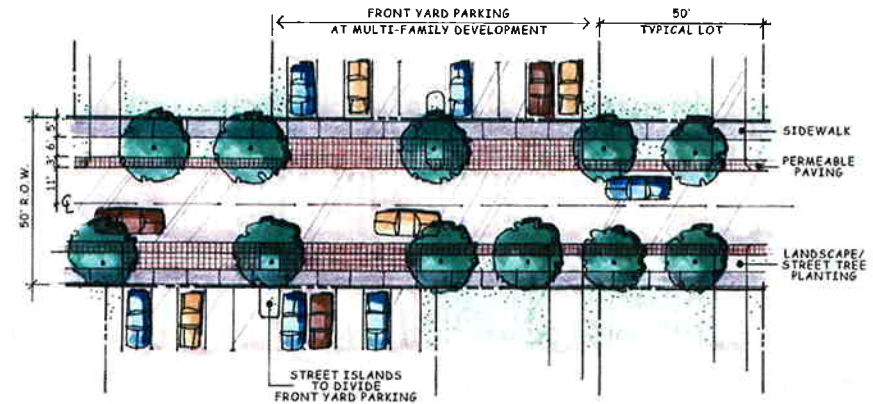
- Impacts of cars and back-out parking
- Lack of storm water drainage
- No designated areas for pedestrians / bicyclists
- Lack of streetscape amenities

### PRINCIPLES

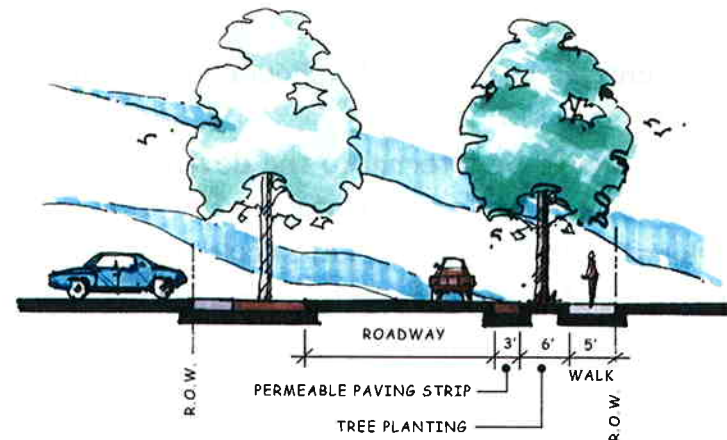
- Create comfortable, walkable neighborhoods
- Link residential neighborhoods to primary streets
- Improve storm water drainage
- Create individual "sense of identity" for each neighborhood
- Make neighborhoods open and inviting, reflecting the character of the community

### PRODUCTS

- Roadway width of twenty to twenty-two feet
- Permeable paving strip separating vehicular travel lane from pedestrian sidewalk
- Five-foot sidewalks on both sides of the street
- Five to six-foot planting strips accommodate landscaping and shade trees



*Plan View of a Typical Multi-Family Residential Street*



*Section View of a Typical Multi-Family Residential Street*

## Multi-Family Neighborhood Streetscape Design Language - Buildings

### FORM

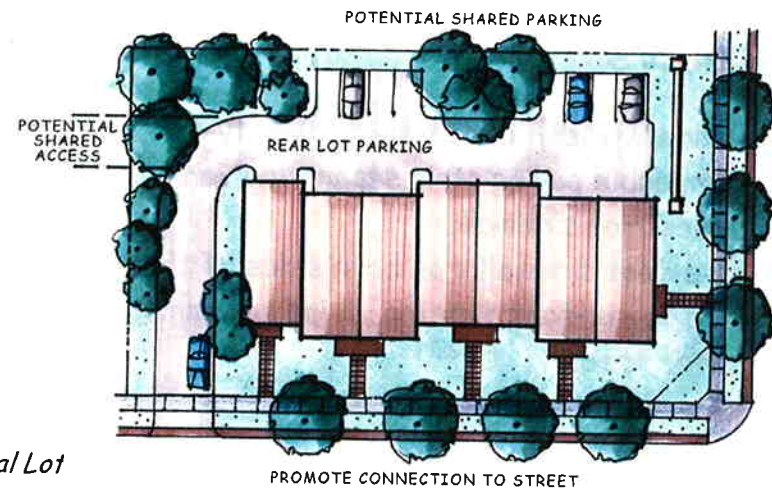
- Maximum height of  $3 \frac{1}{2}$  stories, with a maximum of  $2 \frac{1}{2}$  inhabitable stories
- Roofs shall be shallow pitched

### FAÇADE

- Windows should be vertical in orientation and present on all facades
- Window coverage on all facades should be a minimum of 20%
- Shade trees should be placed at intervals of every thirty (30) feet along the street front

### FEATURES

- Front entries and sidewalks should have strong connections to the street
- Parking should be internal to the development to minimize the extent of curb cuts at the street
- Parking which fronts a street should be screened by a structure of vegetation that is a minimum of 36" in height



*Sample of Preferred Site Design of a Multi-Family Residential Lot*

## Multi-Family Neighborhood Streetscape Design Language - Streets

### FIXTURES

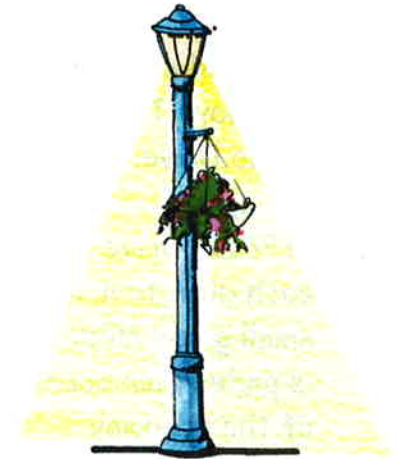
- Light standards should capture a "garden" quality with decorative poles and traditional style luminaries, ie. coach, lantern, Victorian, gas lamp, etc.
- Luminaries should be top mounted at a height of approximately twelve (12) to fourteen (14) feet

### FURNITURE

- All furniture integrated into residential streets should capture a garden quality

### FEATURES

- Shade trees should be installed on both sides of the street
- Sidewalks should be installed on both sides of the street
- Permeable paving should be integrated at the roadway edge to promote percolation of rain water
- Low horizontal street-name walls should be integrated at primary residential street intersections and entrances



*Sample Residential Light Standard*

### 3.4.6 Plaza Streetscape

A Plaza Streetscape is defined as a street that functions as a pedestrian-oriented community gathering space, as opposed to as a traditional vehicular roadway. In Lauderdale-by-the-Sea, a Plaza Streetscape would include El Prado Drive.

El Prado Drive is currently a vehicular-oriented travel lane, with one-lane in each direction, in addition to metered, on-street parking on both sides. A small grass median, with palm trees, divides the roadway into two sides. There is pedestrian access along El Mar Drive, as sidewalks are located on each side of the roadway.

One of the few remaining historic structures in the Town is located at the corner of El Mar and El Prado - the Villa Serena. The structure is part of an existing motel complex and should be considered for preservation, as redevelopment plans for the site evolve. The design principles for El Prado aim to promote a feeling reminiscent of the 1920's - when the Town was first platted and settled. The principles further strive to create a community gathering area and a waterfront destination, while promoting visual, physical and psychological access to the ocean.



*Existing conditions along El Prado Drive*



## Plaza Streetscape Design Concepts

### PROBLEMS

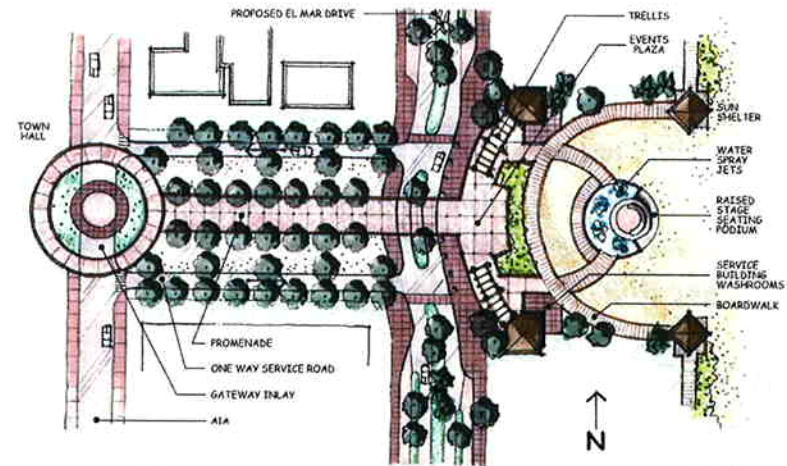
- There is no civic gathering area in Town
- There is no relationship between Town Hall and the oceanfront
- Lack of community identity

### PRINCIPLES

- Create civic gathering space for Town events
- Promote Town-wide events and gatherings
- Strengthen visual and physical connections between the oceanfront and Town Hall
- Create a second beach "anchor" to complement activities located at Anglin Square
- Promote a 1920's "feel" and theme

### PRODUCTS

- Landscaped, grand pedestrian promenade linking the Town Hall complex with the beach
- Gateway details identify arrival into Town
- Events plaza with seat walls and service buildings
- Stage platform for special events/performances



*Plan View of El Prado Drive*



*Section View of El Prado Drive*

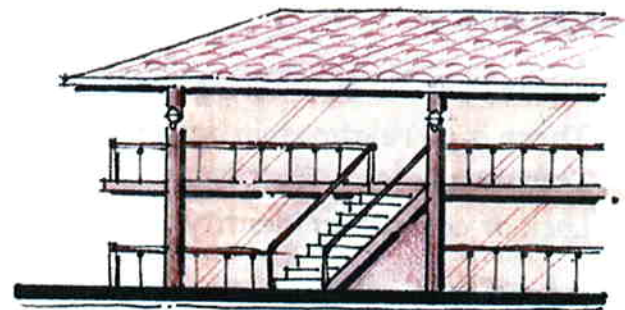
## Plaza Streetscape Design Language - Buildings

### FORM

- Building heights should not exceed "3 over 1", or 44'-0"
- The roofline and top story of a building, developed to the maximum "3 over 1" rule, should be varied to create relief from the plane of the lower stories

### FAÇADE

- Buildings should express a predominantly horizontal quality
- Facades should be designed to create a sense of enclosed outdoor space
- The setback should be varied to enhance the sense of enclosure and courtyard
- Windows should appear tall (to express a high ceiling) and be accented / sun protected with shutters, awnings and projecting roof overhangs



*Sample of Building Design for El Prado*

### FEATURES

- Garden courtyards should be created at primary public entrances and should be designed to include such features as small fountains, sculpture, intricate paving and plantings
- Features such as airways, covered arcades, balconies and archways should be integrated
- Signs should be attached flush to the building with no back lighting, as to not interfere with the public realm
- Signs should be in the Art Deco style
- Building colors should be coordinated with the "ground plane" of the public space